

# Tradition of Excellence

*a tour of Tuscany featuring the wines, estates, and history of the Frescobaldi Family*

21-26 May, 2025

*for eight lovers of food, wine, art, history, and beauty, both natural and man made*

Throughout Italy, but within the lands of Tuscany in particular, the name Frescobaldi carries that certain weight of prestige, authenticity, and quality. There is a plethora of fantastic wine in Tuscany, *and then there's Frescobaldi*. Dating back to the 1300's the Frescobaldi family has played a key role in the development of Tuscany, and in terms of wine, throughout Europe in general. They are favorites of the British Royal Family, as well as our local pizzeria. I can often be heard exclaiming, about my favorite Frescobaldi wines, *'I just can't imagine a better chianti!' 'This is the perfect rose!' 'You can't improve on this sparkling wine. It's just sublime.'* And I mean it, every time.

Aside from the quality of the wine, the estates are alive with history that you can feel while you're visiting, as well as see, and interact with directly. The land is exquisitely tended affording the most astounding sweeping views of vines over miles of rolling hillsides.

But perhaps the most exceptional aspect of the Frescobaldi experience is the hospitality. Two of the dearest humans I know are employed in this department. They are the embodiment of what makes Frescobaldi special and worth returning for again and again. They are warm beyond belief, and encyclopedic in their knowledge of the wine, the land, and the history.

I cannot wait for you to meet them. I cannot wait for you to enjoy this wine. I cannot wait to see the expressions on your face as you feast your senses on course after course of some of the most delectable food you will experience in this life. I also can't wait to watch your nervous system regulate day by day as we effortlessly float from one tour, one tasting, one meal, one spa, one leisurely walk, one gorgeous vista, one heart opening conversation, one life changing moment to the next.





**FRESCOBALDI**  
TOSCANA

Embark on a journey through Tuscan Wine Country by visiting three unique wine producing estates, with three distinct personalities, all owned and run with expertise by the Frescobaldi family.

Frescobaldi embodies the essence of Tuscany, with its extraordinary vocation for viticulture and the diversity of its territories. Frescobaldi's uniqueness stems precisely from the representation of this diversity, from its estates and from wines which express a kaleidoscope of aromas and sensations, springing from the characteristics of each individual terroir.

Behind every Frescobaldi wine lies the passion of our agronomists and oenologists, who know our vineyards and terroirs down to the finest detail. Their art, creating quality wines, requires the iron rule of respect.

Respect for our tradition, which guides us, even in the midst of innovation or avant-garde solutions.

Respect for Tuscany, our living land, to be cultivated in harmony and serenity.

Respect for each individual terroir, borne of a unique combination of soil, altitude and microclimate, each giving us a wine with its own matchless personality.



# Tradition of Excellence

## *the itinerary*

### Day One

Arrive in Rufina (FI) by train and enjoy a home cooked meal with me at my home  
Check in at Castello Pomino and enjoy the jacuzzi or the gardens before our first taste  
Savor a multi course dinner with Pomino wine pairings

### Day Two

Breakfast at Castello Pomino followed by  
An optional practice of yoga and meditation with Natalie  
Receive a guided tour of the cellars, the villa, and the grounds  
Learn more about the Pomino portfolio with a tasting of a few of its many fine wines  
Combine the headiness of the wine with the headiness of nature on a stroll through the Vallambrosa Forest  
Venture out with me for a 'locals only' experience at one of my favorite restaurants in the area

### Day Three

Breakfast at Castello Pomino  
Then off we go to the neighboring estate, Castello Nipozzano  
Enjoy a guided exploration of the castle, the cellars, the family villa, the gardens, and the grounds  
Savor some of the finest Chianti of the Rufina region, accompanied by a selection of Tuscan delicacies  
Explore the grounds, or again relax in our private jacuzzi  
Dine and socialize at the Frescobaldi cantina, Il Quartino, with epic views of the Nipozzano property

### Day Four

Breakfast at Castello Nipozzano  
Optional yoga and meditation practice with Natalie in the vineyard  
Traverse the land on Horse back, with a brief rest with aperitif and panoramic views  
Don your finest for a phenomenal dinner with wine pairings in the famous Nipozzano dining room

### Day Five

Breakfast at Nipozzano  
Road trip through the Tuscan countryside to magical Pienza where we'll walk around and enjoy lunch  
Arrive at CastelGiocondo in Montalcino and be guided through the medieval village, the cellars, and more  
Indulge in yet another exceptional dinner with wine pairings curated by the Frescobaldi culinary team  
Melt in the Spa at CastelGiocondo, complete with hot soaking tub and sauna or steam room

### Day Six

Breakfast at CastelGiocondo  
Optional yoga and meditation practice with Natalie - or - one more trip to the Spa  
Experience the upper echelon of Italian wine, Brunello, as expressed by the Frescobaldi and Mondolvi families paired  
with a 'light' lunch featuring treasured ingredients of the land and the season  
Find pleasure in one last guided tour, this time of the celebrated Luce cellar  
After a moment of fresh air and a final appreciative gaze at the beauty of Tuscany in Spring  
Then we drive back to Firenze where we say our goodbyes and you make your way to your lodging for the night,  
wherever that may be...with a full belly, a full heart, and a photo library full of gorgeous memories

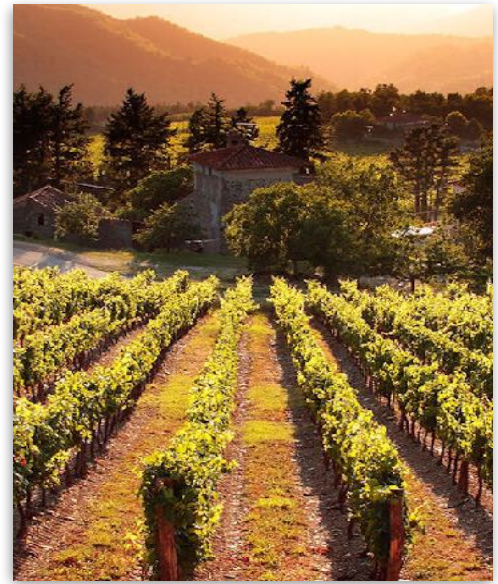


# Castello Pomino

*Elegant and feminine,  
Castello Pomino is a hidden gem nestled in the woods of the Florentine mountains.*

## The Territory of Castello Pomino

Pomino is an expression of luminosity and minerality with a touch of feminine elegance. A hidden gem, surrounded by sequoias, firs and chestnut trees which reveals itself to those traveling through the first woods of the Florentine mountains, with grape vines climbing to an altitude of 700 meters.



The estate of Pomino dates from 1500, the year the castle of the same name was built. Since its inception, Pomino has been famous for its excellent location. In documentation from the year 1716, the Grand Duke Cosimo III de' Medici identified the four most highly prized territories of Tuscany for the production of wines – This notice is considered the precursor of the modern "DOC" (Denominazione di Origine Controllata, or Controlled Designation of Origin) – and the territory of Pomino is listed alongside Chianti, Carmignano and Val d'Arno di Sopra. At the World's Fair of 1873 in Vienna the wines of Pomino won awards, and in 1878 took the gold medal at the World's Fair in Paris, the highest international recognition of its time.



## The Wines of Castello Pomino

### Benefizio Riserva

*The Story of Chardonnay in Tuscany.*

In 1973, from a vineyard at an altitude of 700 m, Benefizio was born.

### Pomino

*Refined and elegant.*

From vineyards extremely suited for the production of white wines, at altitudes higher than 700 meters, a blend of Chardonnay and Pinot Blanc.

### Pomino Pinot Nero

*Fine and fruity.*

An extremely elegant wine and a perfect expression of the Pinot Noir grown at Pomino since 1855

### Pomino Vinsanto

*Aromatic and seductive.*

A wine for meditation which combines happily with dried fruit and desserts. Enjoy in large wine glasses.

### Leonia Pomino Brut

*Bold.*

A wine which expresses the will to seek new initiatives, courageous and determined, with an expressive, elegant character.

### Leonia Pomino Rosé

*Unexpected.*

A wine which expresses the will to seek new initiatives, courageous and determined, with an expressive, elegant character.

### Pomino Vendemmia Tardiva

*Full-bodied, velvety and creamy.*

Pairs perfectly with blue cheeses, but can also be sipped on its own as a wine for meditation.



## Dinner at Castello Pomino



### *The Menu*

Aperitivo followed by

Five fine Frescobaldi wines accompanying

Hors d'oeuvre - *antipasto*

First course - *primi*

Main course - *secondi*

Dessert - *dolce*

*Also including*

A tasting of Laudemio Frescobaldi Olive Oil

*Our Menu is a mirror of the land hosting us ~ vegetables from our garden, meats from our livestock, homemade bread and pasta with old grain, a genuine journey through the world of Tuscan flavor.*

## The Villa at Castello Pomino

*The Villa features a blend of countryside comfort and understated elegance. Nestled amongst the sequoia trees and vines with sweeping views of the valley, Castello Pomino is a paradise for embracing il dolce far niente - the sweetness of doing nothing (aside from drinking a lot of wine...)*



# Castello Nipozzano

*Eternal beauty. Essence of Tuscany.  
With a medieval and Renaissance heart.*



## The Territory of Castello Nipozzano

The castle of Nipozzano dates back to 1000.

Nipozzano Castle, close to the Tuscan Appennines, is situated in the heart of the prestigious Chianti Rufina territory, on the mountain slope overlooking the Arno river valley. The ancient defensive stronghold of Florence from the year 1000, Castello Nipozzano is the most celebrated and historic property of the Frescobaldi family. According to popular belief Nipozzano means “without a well” – testimony to the area’s lack of water and ideal circumstances for the cultivation of grapevines. The first documentation about the renowned wines of Nipozzano dates from the Renaissance when great artists such as Donatello and Michelozzo Michelozzi regularly purchased wine from the estate.

A unique feature of the territory is attributed to the foresight of an ancestor of the Frescobaldi family who, in 1855 invested 1,000 florins to begin the cultivation of varieties previously unknown in Tuscany such as Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot. After more than a century of patient care, these magnificent vines produce the great wine of the estate, Mormoreto.



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### Mormoreto

*Opulent, profound, with great finesse and longevity*

The Cru that is the symbol of Nipozzano Castle, born of the Mormoreto vineyard planted in 1976

### Montesodi

*The great expression of Sangiovese*

A Cru born in 1974 with Sangiovese grapes cultivated in the vineyard of the same name.

### Nipozzano Riserva

*The symbol of tuscan wine-growing tradition*

A vibrant, harmonious wine with a strong affinity to the style of the territory

### Nipozzano Vecchie Viti

*From the oldest vines of Nipozzano castle*

Chosen by the Frescobaldi Family to continue the tradition of reserving a Private Collection for the new generations.

### Nipozzano Grappa

*Elegant and intensely aromaticA grappa that's distinguished by the balance between softness and warmth, leaving a long, pleasant aroma in the mouth.*





## Accommodations at Castello Nipozzano

Castello Nipozzano offers the opportunity to discover and indulge in an authentic Tuscan experience. Enter a timeless Italian Borgo surrounded by vineyards and olive trees that was founded over 1000 years ago around the ancient Castello Nipozzano.



Visit the castle's ancient underground cellars for a tasting of the estate's wines in the Frescobaldi family's private cellar.

Let yourself be seduced by the ancient olive-press, and enjoy the comforts of a hot tub with a panoramic view of the vineyards and hills that stretch all the way to the Arno river valley.

Enjoy breakfast made with delicious, locally sourced products including homemade biscuits, cakes, jams & marmalades of our chef, yogurt from the Mugello and Cantina valley, and fresh local, seasonal fruits - plus individually prepared egg dishes we will be happy to prepare for you.

Gift yourself the opportunity to truly unwind with a fully belly and a fully heart in the exquisitely appointed rooms of Nipozzano's 'Frantoio' accommodations.



# CastelGiocondo

*Ancient, majestic and dominant.  
A stronghold rich in fascination and history.*



## The Territory of CastelGiocondo

*Dominated by the ancient castle and a small medieval village.*

To the south-west of Montalcino, Tenuta CastelGiocondo is situated at an altitude of around 300 metres, an ideal terroir for the production of Sangiovese.

The village of Castelgiocondo overlooks the historic estate of the Frescobaldi in Montalcino: an ancient stronghold built in 1100 to defend the road leading from the sea to Siena. The property is one of the first 4 to begin producing Brunello di Montalcino in 1800, and its historic importance is represented on the label of Castelgiocondo by the figure of a condottiere from a celebrated fresco of the Sienese artist Simone Martini. The artist's depiction shows Guidoriccio da Fogliano, commander of the troops of Siena who in 1323 led the attack on the Montemassi castle; an historic moment that coincided with the initiation of the Frescobaldi family's centuries-old adventure in the world of wine.



## The Wines of CastelGiocondo



### Ripe al Convento

*Personality and extraordinary longevity*  
Brunello di Montalcino Riserva DOCG

'On the highest hills of this estate, which was already producing wines in the 1800s, a truly inspiring small Sangiovese vineyard has been identified. Located at an altitude of 450 meters, where it is exposed to the warm afternoon sun and bracing Mediterranean winds, this Brunello reserve wine is extremely elegant, characterful and long-lasting.'

### Lamaione

Toscana IGT

*Intense and persistent*

In the 1970s, driven by the courage essential to every entrepreneur, we planted the first Merlot shoots in unusually clay-rich terrain. This was a major challenge that resulted in the creation in 1991 of Lamaione, a solitary horseman, proud and powerful, riding through Montalcino.



### CastelGiocondo

*Balanced and full of character*  
Brunello di Montalcino DOCG

"CastelGiocondo is a unique place in Montalcino, where the diverse exposures and soils – marl, clay and Pliocene sand – create a Brunello with infinite nuances. With complex notes that evolve over time, there is always something new to discover, savor and remember."



### Campo ai Sassi

*Perfumed and elegant*  
Rosso di Montalcino DOC

Campo ai Sassi Rosso di Montalcino has the typical characteristics of Sangiovese grown in this area, in a youthfully uninhibited version. The deep soils in which these vineyards are cultivated contribute to the production of fragrant, elegant wines with a light, delicate tannic texture.

### CastelGiocondo Grappa

*A rare smoothness and harmoniousness*

Pot distillation of the fresh pomace from the production of the noble Brunello di Montalcino brings forth a grappa with an amazing complex bouquet, and unmatched smoothness and harmony.



## Stay in the Medieval village in Tenuta CastelGiocondo

To the south-west of Montalcino, Tenuta CastelGiocondo is situated at an altitude of around 300 metres, an ideal terroir for the production of Sangiovese. Discover and experience the history of this area steeped in charm.

From the ancient fortress of 1100, to the works of the painter Simone Martini, let's discover the land that gave rise to the Brunello di Montalcino.

Let yourself be enchanted by the relaxing atmosphere of our rooms and the beautiful countryside that surrounds them, and enjoy the benefits of our little spa with views over the hills and Brunello vineyards. And what better way to complete your visit than by enjoying our delicious breakfast with authentic Tuscan cuisine, sweet home-made goods and much, much more.

Enjoy our gorgeous Spa for a deeply relaxing culmination of your embodiment of la dolce vita, the sweetness of life. The spa is reserved for your private enjoyment as a group so there is optimal opportunity to loosen the tension of modern living and invite your truest self to shine.



## Tenuta Luce

*The altitude and southern exposure of our vineyards support a slow and complete ripening of the grapes producing wines of great concentration and vigor. Cool, breezy nights help preserve the aromatic complexities of the grapes.*



## The Territory of Tenuta Luce

The Land is matter; it is the origin of everything. The land of Montalcino is our home. A magical place where wine is life, tradition and culture as early as the mid-sixteenth century, in his "Descriptor of all of Italy" the Bolognese monk Leandro Alberti mentions our lands "for the good wines that are extracted from those pleasant hills."

The village, perched on an enchanting hill, retains its medieval charm. The surrounding area, so classically Tuscan, is part of the Natural and Cultural Artistic Park of Val d'Orcia.

The Land, here in Montalcino, takes the shape of gentle slopes covered with vineyards, olive groves and woods. A territory with a microclimate of unparalleled value for the cultivation of grapevines.

## The Wines of Tenuta Luce

Tenuta Luce is a renowned wine estate in Tuscany, Italy, known for producing high-quality wines that embody the region's rich history and tradition. This estate is a collaboration between two families, the Frescobaldis, and the Mondavis, who wanted to create something truly special. And they succeeded. Luce, the estate's flagship wine, is a rich and complex blend of Sangiovese and Merlot that has received widespread acclaim. Other standout wines from the estate include Lucente, a softer and more approachable blend, and Luce Brunello, a single varietal Sangiovese that is aged for five years before release. Tenuta Luce is a must-visit for any wine lover seeking to experience the very best that Tuscany has to offer.



### Luce

*The iconic wine of the estate*

Luce is the first wine to be produced from a blend of Sangiovese and Merlot in Montalcino.

Perfect harmony between the structure and elegance of Sangiovese and the roundness and softness of Merlot. Luce is the iconic wine of estate, capable of expressing, vintage after vintage, our original interpretation of these lands.

### Lucente

*The entryway to the world of Tenuta Luce*

Lucente is the result of a careful selection of the estate's vineyards that are particularly suited for the production of a fruity and very pleasant wine. Like Luce, it is made from Sangiovese and Merlot, which prevails in the blend.

### Luce Brunello di Montalcino

*This wine is our tribute to the excellent wine born in Montalcino in the second half of the 19th Century.*

It was the first wine in Italy to achieve, in 1980, the Denominazione d'Origine Controllata e Garantita. Today it is one of the emblems of Italian fine wines. Of the 92 hectares of vineyards owned by Luce della Vite, 11 are registered in the 'Albo del Brunello di Montalcino.' This is where the Sangiovese for Luce Brunello is born. Luce Brunello di Montalcino thus continues a journey of the highest quality inspired by this unique territory and the great wines that are born here.

### Lux Vitis

*The experience acquired over many years of careful and respectful observation of Nature breathe life into Lux Vitis.*

Everything began in a Cabernet Sauvignon vineyard planted in Montalcino in 2004 on mixed sandy soil. Over the years, we observed these vines as they grew and were surprised by the exceptional quality of their grapes, so much so we decided to make an exclusive wine, capable of interpreting the Tenuta Luce terroir through Cabernet Sauvignon.

To these grapes, we added a small quantity of Sangiovese to enrich the wine's character. The long ageing in new French oak barrels for 24 months further enhanced the elegance of this new wine by Tenuta Luce. This was back in 2015, and we named this wine Lux Vitis.





# The Frescobaldi Family



The Frescobaldi family business, based in Florence, has a very long tradition. The family can be traced back to 1300 in Florence and rose from the 15th through the 17th century to become one of the wealthiest and most influential Florentine families. They built their wealth on banking and the textile trade. Among other things, they financed ruling houses, such as the English royal family. Very early on, the family was involved in viticulture and agriculture. As early as the 14th century, wines were supplied to many European ruling courts. Prominent customers included the English King Henry VIII (1491-1547), Cosimo III de' Medici (1642-1723) and the Fugger merchant family in Augsburg, through whom the wines were also distributed. The famous painter and sculptor Michelangelo Buonarroti (1475-1564) is said to have exchanged works of art for wine from Frescobaldi. The family was ennobled as Marchesi de' Frescobaldi in the 16th century during the time of the 'Principato' (Grand Duchy of Tuscany). Today Frescobaldi is one of the largest and most important producers of quality wines in Tuscany.

Tradition of Excellence is my tribute to this remarkable family, the phenomenal human beings they employ, their commitment to stewardship of the land, honor of tradition, and brave ongoing innovation.

## Tradition of Excellence

*May we all seek to live our most excellent life. We have but one. Let it be beautiful.*

21-26 May, 2025

2200 euro for double occupancy  
2600 euro for single occupancy  
500 euro deposit

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TOSCANA